



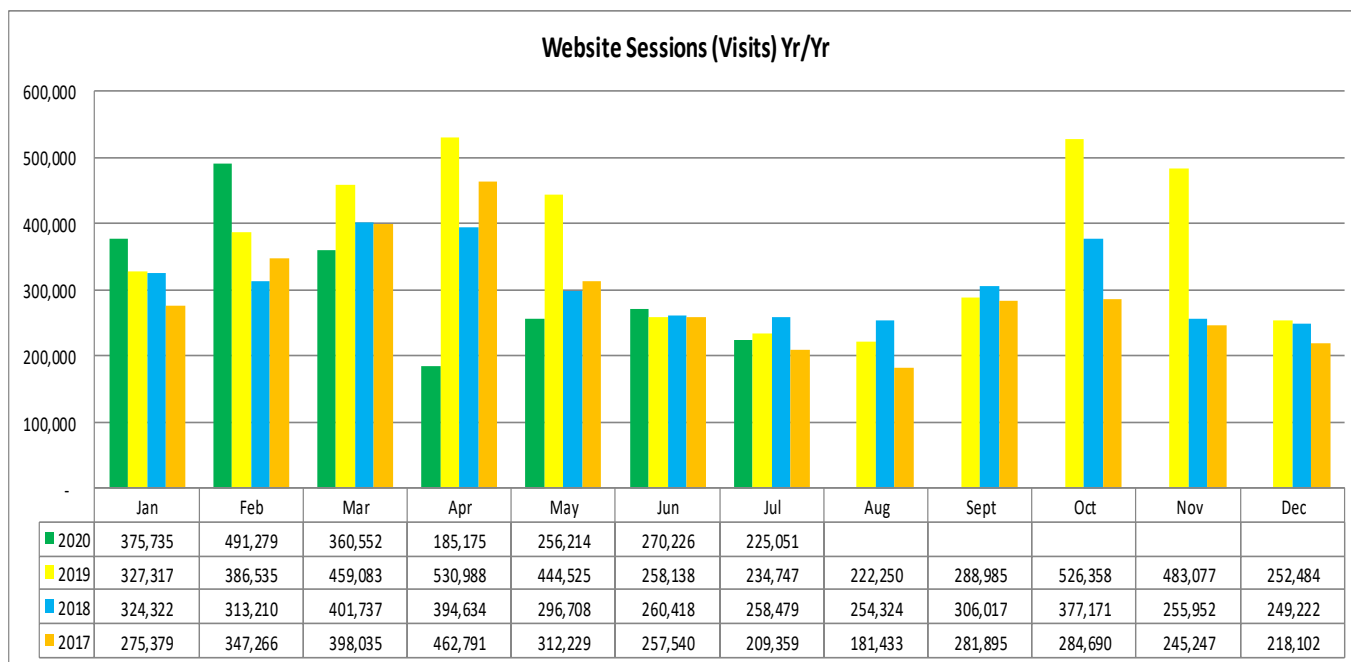
LouisianaTravel.com

## TOURISM INDUSTRY INDICATORS

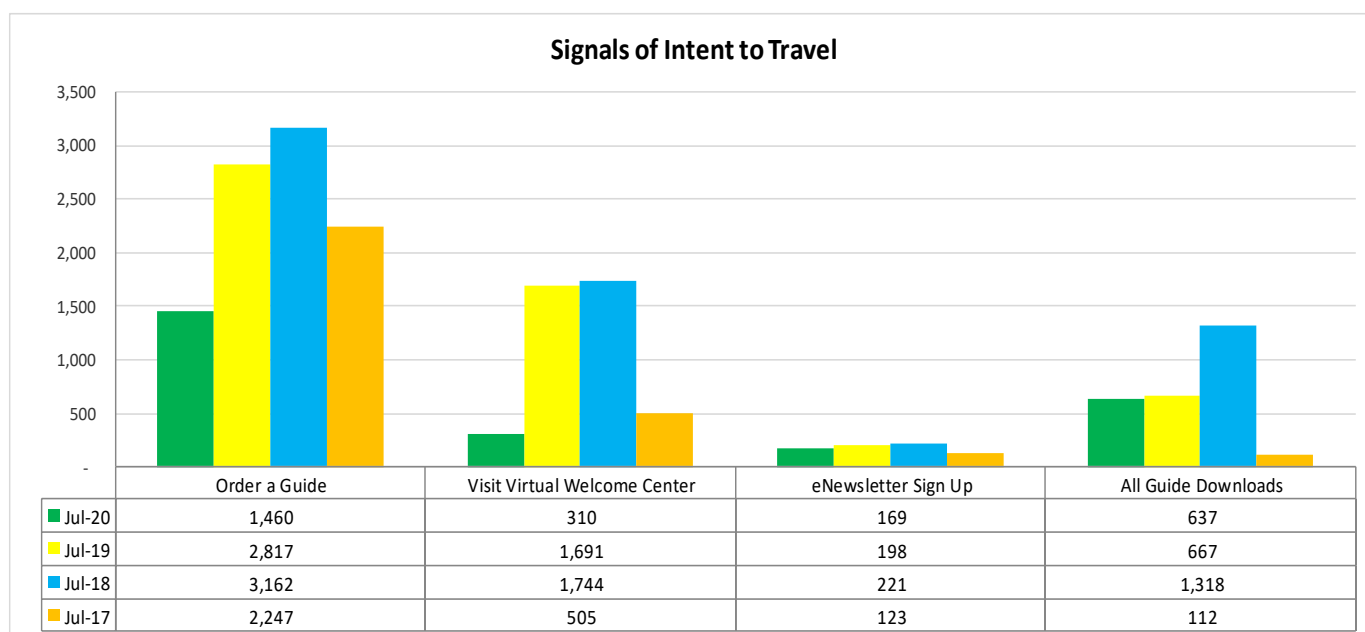
AUGUST 2020 MONTHLY TRACKING DASHBOARD

Produced by the Louisiana Office of Tourism

### LOUISIANATRAVEL.COM



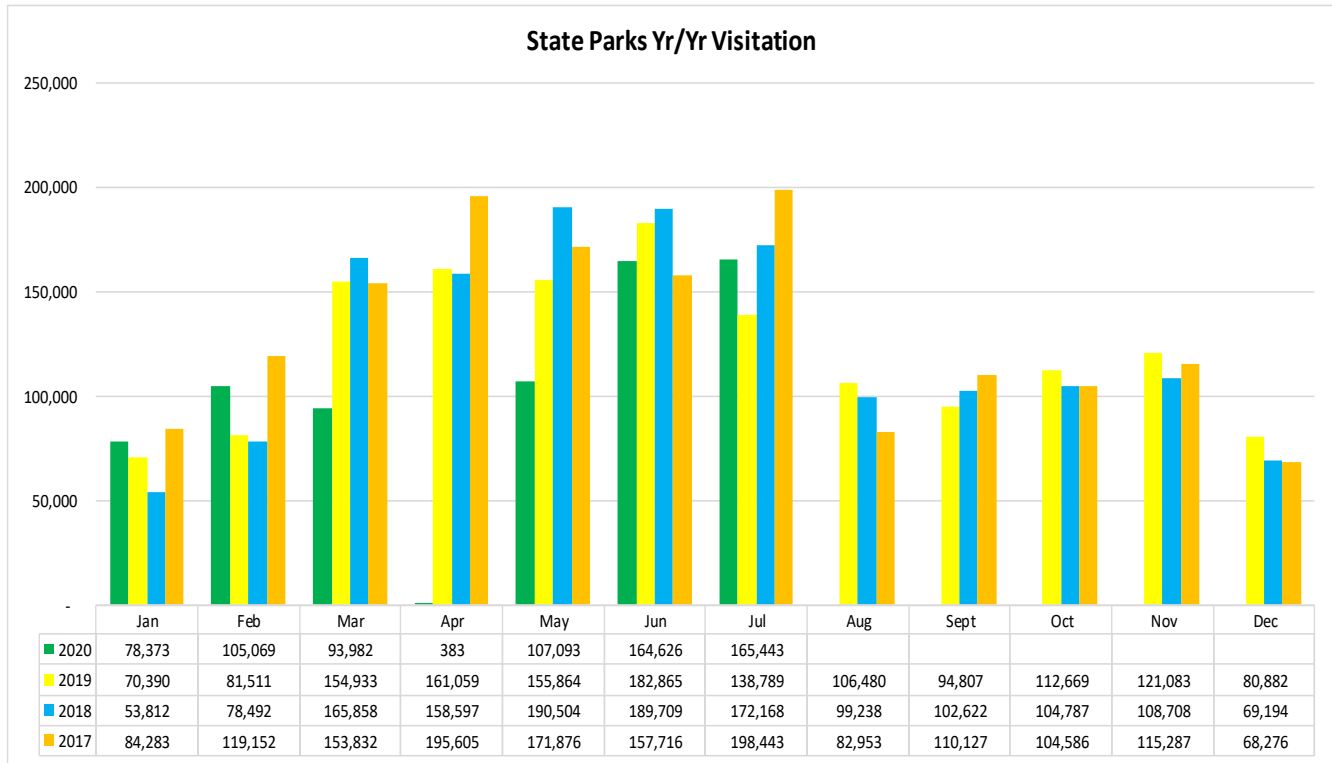
LouisianaTravel.com website showed a decrease of 4.1 percent in total website visits in July 2020 over July 2019



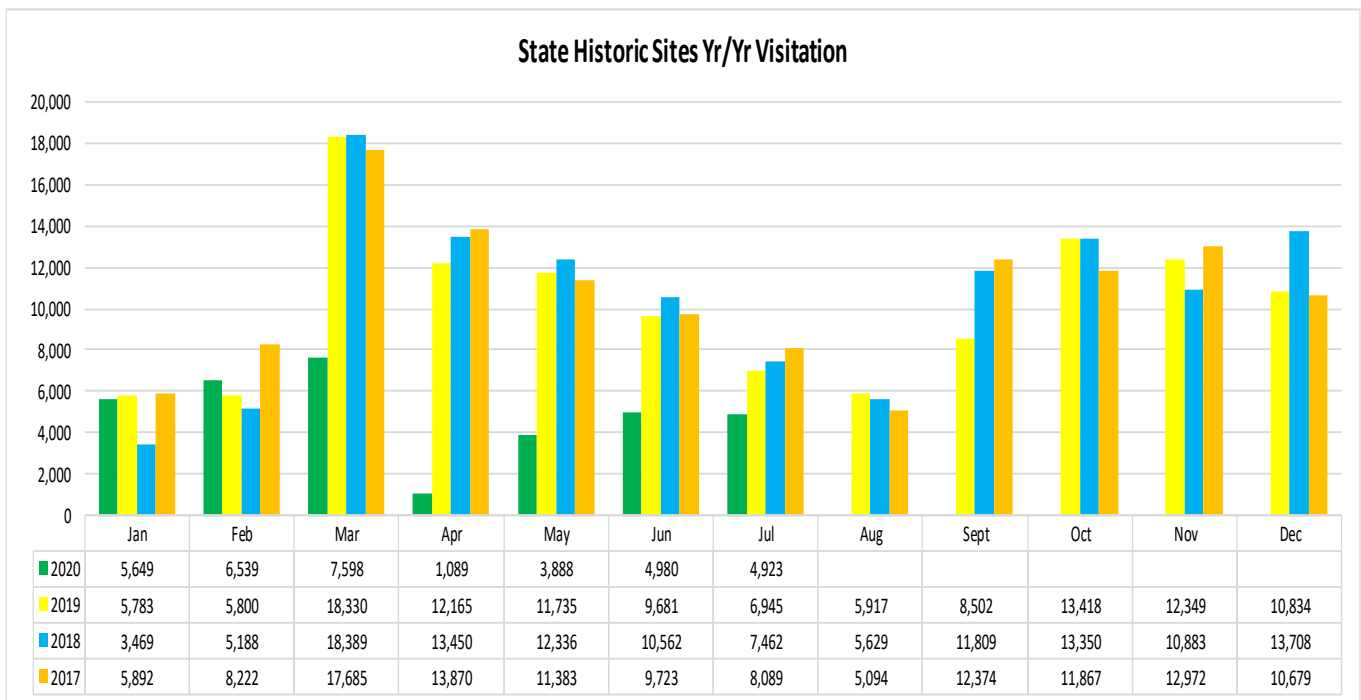
Source: Google Analytics

For more information on individual stats, visit <http://www.crt.state.la.us/tourism/louisiana-research/index> or contact Lynne Coxwell at [lcxwell@crt.la.gov](mailto:lcxwell@crt.la.gov) or 225.342.2876.

## STATE PARKS



## STATE HISTORIC SITES

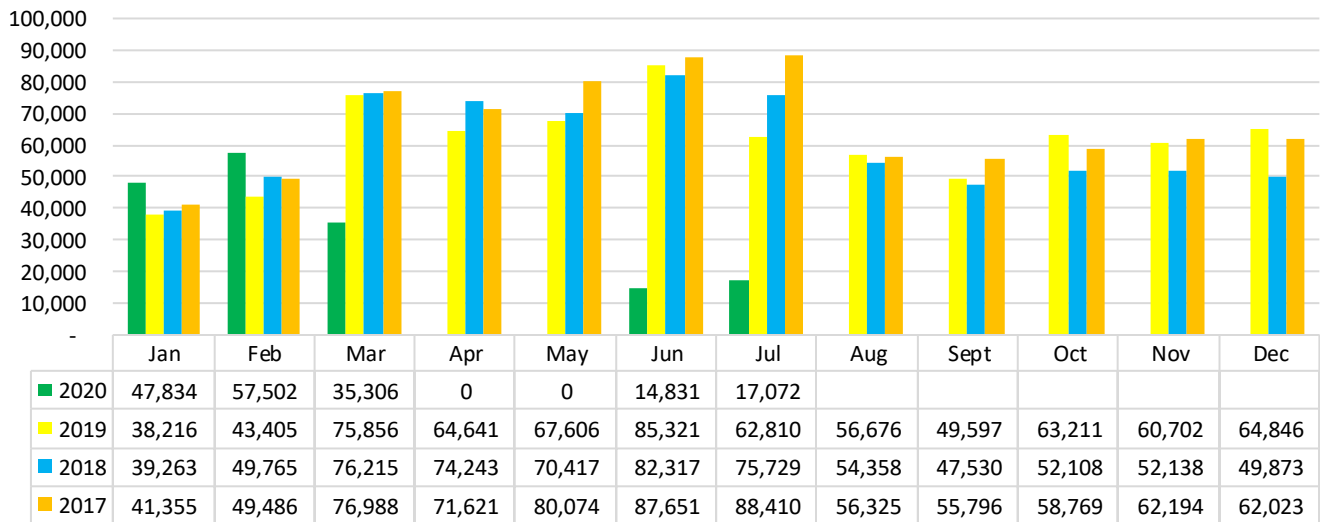


Source: Louisiana State Parks

For more information, contact Latoya Wells, Reservation System Director, at [lwells@crt.la.gov](mailto:lwells@crt.la.gov) or at 225.342.9519

## WELCOME CENTERS

### Welcome Centers Yr/Yr Visitation



Statewide welcome centers visitation decreased by 73% in July 2020 over July 2019. Due to COVID-19, the welcome centers were closed in April and May.

Note: The Vidalia Welcome Center and the Alexandria I-49 Welcome Center are permanently closed to visitors.

### Welcome Centers Visitor Totals

International - Jul 2020	
Mexico	972
Canada*	20
China	8
Colombia	8
Japan	6

States** - Jul 2020	
Texas	4,768
Mississippi	1,096
Florida	834
Alabama	833
Georgia	649

Cities** - Jul 2020	
Houston, TX	740
San Antonio, TX	201
Dallas, TX	198
Austin, TX	162
Spring, TX	132

International Jan - Jul 2020	
Mexico	4,934
Canada*	4,359
France	1,252
United Kingdom	1,148
Germany	484

States** Jan - Jul 2020	
Texas	37,914
Mississippi	13,700
Alabama	10,514
Florida	9,800
Georgia	4,974

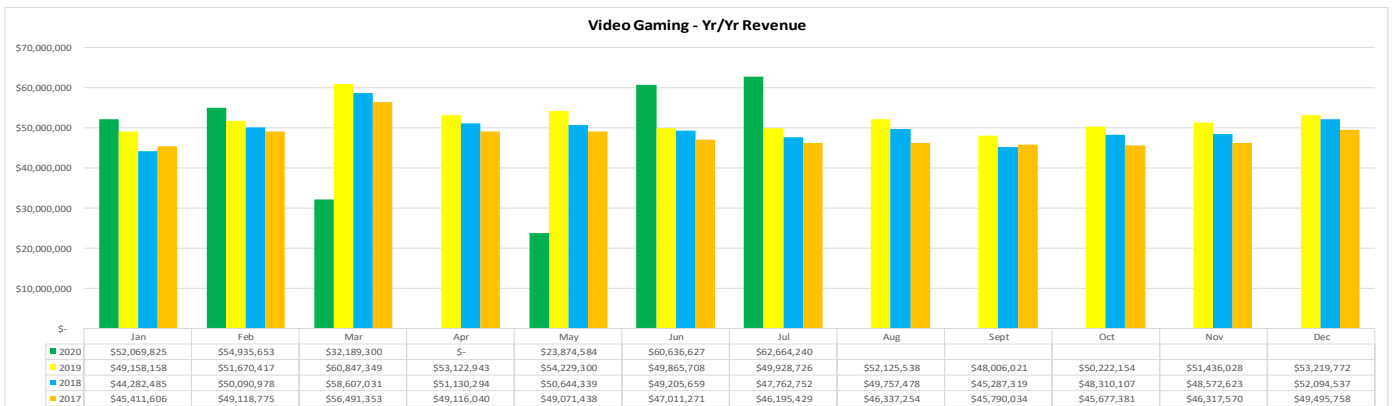
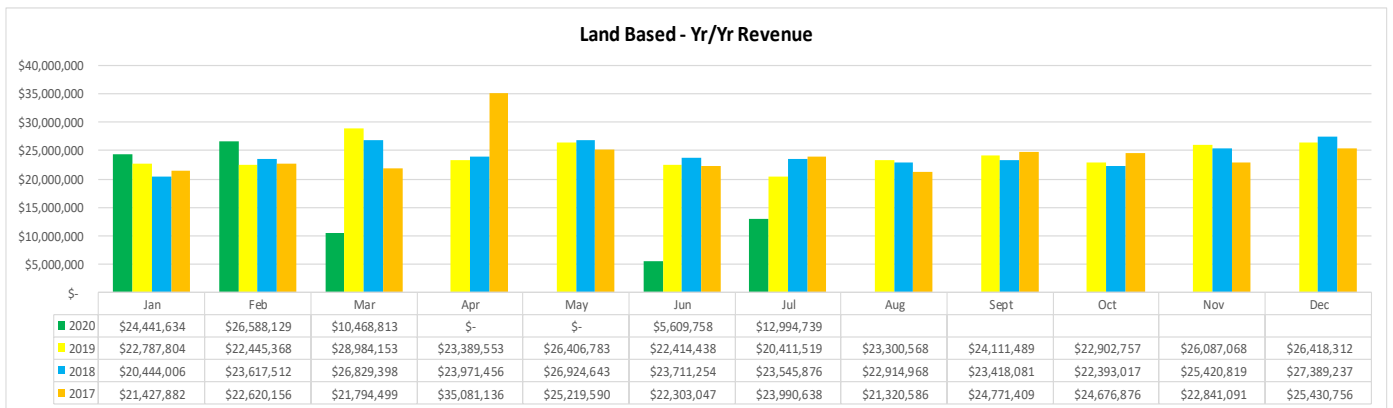
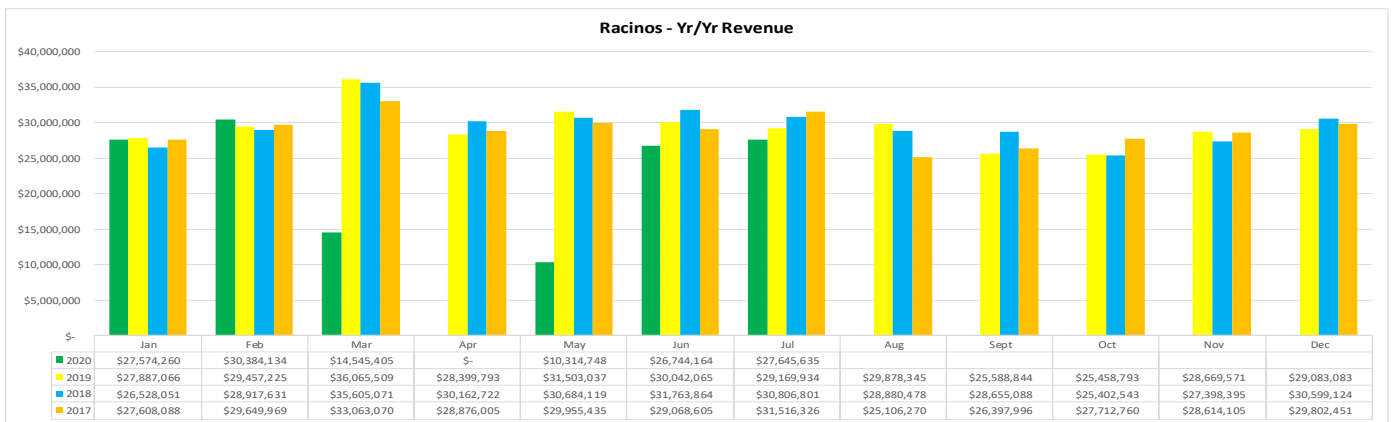
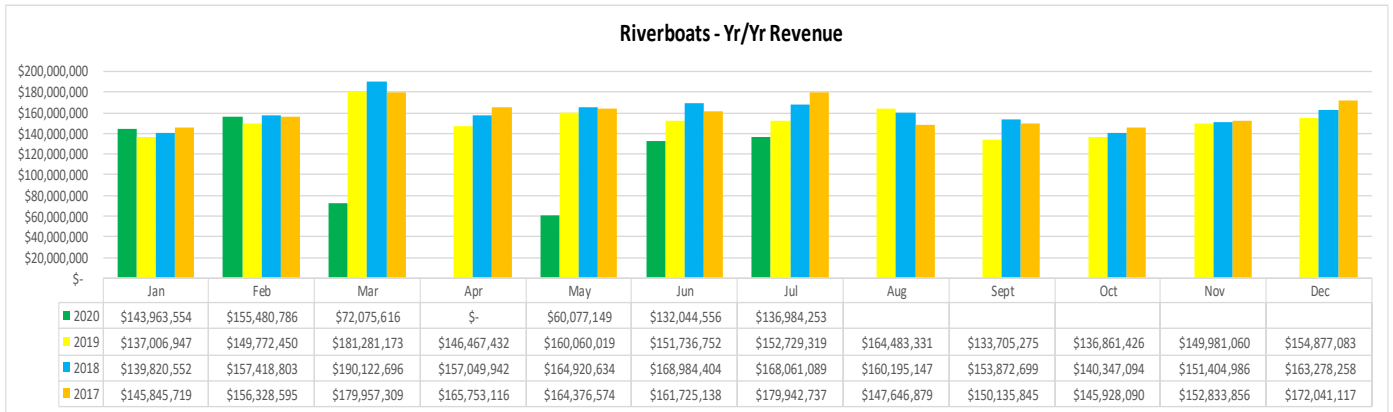
Cities** Jan - Jul 2020	
Houston, TX	5,212
Mobile, AL	2,907
San Antonio, TX	1,374
Dallas, TX	1,368
Pensacola, FL	1,335

\* Includes all of Canadian provinces in total. \*\* Excludes Louisiana residents.

Source: Louisiana Welcome Centers

For individual Welcome Center visitation numbers, contact Jason Miller at [capitolparkwcl@crt.la.gov](mailto:capitolparkwcl@crt.la.gov).

# GROSS GAMING REVENUE



Source: Louisiana State Police